CENSUS 2010 AND REDISTRICTING

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Census 2010 and Redistricting Discussion

- Census 2010 is around the corner NOW!
- What is different for 2010?
- What about census data for small areas?
- Zoom in on local redistricting
- Your questions
What about Census 2010?

Census Day is April 1, 2010

Expect to see lots of promotion, outreach and ads

Short Form Only

Will produce counts of population and basic demographic characteristics

First new data in April 2011
The American Community Survey

aka What happened to the long form?

Replaces long form
Large, continuous survey
Produces data for all areas by 2010
Annual updates of data
Adds new questions as needed
Census 2010 Key Dates

- March 2010: Delivery of Forms
- March-June 2010: Questionnaire Assistance Centers open
- April 1, 2010: Census Day
- May – July, 2010: Nonresponse Followup
- March – August 2010: Data capture
- Dec 31, 2010: Deliver apportionment counts
- March 2011 (by 4/1/11): Deliver redistricting Data
- April 2011 – September 2013: Other data and products released on flow basis
Census 2010 Operational Highlights

- Emphasis on partnerships
- Paid Advertising
- User-friendly questionnaires & assistance
- Improved followup and service-based enumeration
Spotlight on Address Canvassing

- Listers used handhelds to canvass and update addresses, update map features and get GPS map spot for all living quarters

- Nationally, about 144 million addresses

- Started 3/30/09; completed July 10, 2009
What is happening now?

- Local government involvement in improving the address list

- Complete Count Committees

- Media buys and paid advertising
Address List Review Programs

- Local Update of Census Addresses (LUCA) - DONE
  - Local governments reviewed and made changes to Census address lists and maps

- New Construction Program - NOW
  - New housing units added to address lists and maps
Data from Census 2010 (short form)

- Age
- Race
- Households and Families
  - Types
  - Relationships
  - Living arrangements of kids
- Tenure of housing
  - (owner vs. renter)
- Housing Occupancy/Vacancy
- Cross tabulations of data & data for very small areas
What’s so great about decennial census data?

- Collected consistently for all areas
- Available for very small areas
- Allows comparison over time and space
- Sets new “baselines”
How will local areas get data?

- Data for Reapportionment - 12/31/2010
- Redistricting Data (PL 94-171) - 4/1/2011
  - Population totals by race/age for small areas
  - Released to state (via FTP, internet, cd-rom)
- Other data available starting June 2011 (via the American FactFinder)
  - Profiles
  - Printed Reports
  - Electronic Files
  - Quick Tables
What is Redistricting Data?

- Tabulations by race/ethnicity for total population and population of voting age
- 63 Race Categories
- Data down to the census block level
- Data accompanied by census maps
American FactFinder – Accessing Data

- Detailed data
- Profiles
- Subject tables
- Maps
- Data available from
  - Census 2010
  - American Community Survey
  - 1990 & 2000 Census
  - Other census surveys

http://factfinder.census.gov/
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